

April 23, 1984

MEMORANDUM

TO: Sam Chilcote
FROM: Pete Sparber
RE: Tobacco Workers

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SC action
Pete to go to
con. labor people
SAT. - PM raised
lay off question re
preparation to union

Several months ago, staff at the Tobacco Workers Union observed that a great number of our critics are liberals who see nothing beneficial about tobacco. If we talk about freedom of choice, they talk about the rights of non-smokers. They are utterly convinced that tobacco kills. And when we talk about the positive economic effects of tobacco, they talk about the negative social costs, i.e., health care.

As far as anti-smoker liberals are concerned, there is no reason not to attack tobacco.

BC&T staff suggested that we give the anti-smokers a good reason not to attack, and proposed the following approach.

Attached is a copy of art for an advertisement that would bear the name of the Bakery, Confectionery and Tobacco Workers Union. In essence, it says: "I am a tobacco worker. I have worked long and hard on a variety of liberal causes. I have worked side by side with you. When you attack the tobacco industry, you are attacking me, my job and my friends. Think before you do it again."

The ad would appear just a few times in a small number of magazines read predominantly by liberals. Given the relatively low placement cost of these magazines (see attachment), the entire effort could be done for about \$30,000. Naturally, widespread use would be made of reprints.

The staff at BC&T has not yet seen these materials but I have told them that I think his idea is excellent and that we would develop it. I would like your permission to pursue this with them.

In discussing this project with other staff members at TI, the question was asked whether it is appropriate for us to reimburse another organization for such expenses.

I think the answer is yes. We already provide financial support to a good many wholesaler organizations -- groups whose economic interests are not always the same as the manufacturers. We have also provided financial support to other unions, i.e., San Mateo firefighters' lawsuit, in situations where it benefitted us to do so.

As a practical matter, BC&T does not have the resources to do this. Our support of their idea would be a positive gesture and, could have an interesting effect on the anti-smoker movement.

We do very little to deal directly with the anti-smokers. This appears to be a low risk, low expense approach with a good deal of merit.

/mb
Attachment

cc: Mike Kerrigan
Chuck Merin
John Rupp, Esq.

ATTACHMENT

The following publications are read predominantly by liberals
were specifically recommended by BC&T for placements.

| <u>Publication</u> | <u>Frequency</u> | <u>Unit Cost</u> | <u>Total Cost</u> |
|--------------------|------------------|------------------|-------------------|
| Mother Jones | 2 | 2,765 | 5,530 |
| New Republic | 2 | 2,375 | 4,750 |
| The Nation | 1 | 11,050 | 11,050 |
| The Progressive | 2 | 945 | 1,890 |
| Commentary | 2 | 1,910 | <u>3,820</u> |
| | | | \$27,040 |

TCAL0058119

March 29, 1984

Headlines: I'm the tobacco industry, too.

Copy: In 1983, I marched in Washington honoring the memory of Dr. Martin Luther King. Last year I also worked for passage of the Voting Rights Act. And again and again, I have fought to save the Food Stamps program.

You may be surprised to know I also work for the tobacco industry.

I'm a member of the Bakery, Confectionery, and Tobacco Workers Union. And I care about the same things working people all over the country care about -- my job, my wages, my benefits, and the well-being of the industry I work for.

I want you to know my industry is threatened. Not by foreign competition, a lagging economy, or new technologies, but by well-meaning people who haven't stopped to think about what it means for people like me.

Everyone knows there is a controversy over smoking. What everyone doesn't know...and should...is that thoughtless attacks on the tobacco industry threaten the livelihood of thousands of Americans who have marched, worked, and struggled for causes we all believe in.

The tobacco industry creates jobs, contributes to the economy, and means a lot to people like me.

Tag: A message from the Bakery, Confectionery, and Tobacco Workers Union.

TCAL0058120

I'm the tobacco industry, too.

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